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**FROM THE FUTURE OF WINE TO NORTH AMERICAN MARKETS: WINE2WINE VINITALY BUSINESS FORUM BRINGS TOP GLOBAL PLAYERS TOGETHER IN CHICAGO**

***The 12th edition of the Vinitaly Wine Forum makes its US debut at Vinitaly.USA with more than 20 international speakers - including Master Sommeliers, Masters of Wine, communication experts, and key figures in the wine business – who will discuss the future of Italian wine on North American markets.***

**Verona, 09 September 2025**. Twenty sessions covering blind tastings, master classes and talks, with more than 20 speakers including internationally renowned journalists, Master Sommeliers (MS), Masters of Wine (MW) and leading figures of the international *wine* *business*. The **wine2wine Vinitaly Business Forum** makes itsdebut in Chicago. The 12th edition of this training, networking and market analysis platform under the **Veronafiere-Vinitaly** banner ensures further impetus for **Vinitaly.USA** (Chicago, October 5-6) with a marathon of events designed to outline effective opportunities for developing the wine business. From positioning of Made in Italy brands through to promotion, the impact of tariffs and the way import system operate in different countries, this two-day event, in addition to the *Blind tasting master class*, the programme includes insights and focus analysis exploring 3 main topics - wine economy and business, how to communicate wine, and the North American market - through ***ITA Track***, an initiative implemented in collaboration with **ITA - Italian Trade Agency** focusing on the United States, Canada, and Mexico.

One of the most eagerly awaited reports will be given by **Karen MacNeil**, the award-winning author of The Wine Bible, n the course of a session discussing how to promote wine in a competitive and evolving environment (6 October); the president of the US Wine Trade Alliance, **Ben Aneff**, will then address - with the president of CEEV, **Marzia Varvaglione -** the implications of US-EU tariffs and strategies to support Italian producers (6 October). *Italian Wine Expert* and WSET graduate, **Michaela Morris,** will shift attention to Canada accompanied by **Jenna Briscoe**, wine educator, importer, sommelier and event director committed to creating a more open and connected wine culture in Canada (5 October), while **Larissa Lawrence**, co-founder of import and distribution company Vinos Enteros, will explore with producer **Diva Maddalena Moretti Polegato** the growing strategic importance of Mexico for Italian wine exports (5 October). **Doug Frost**, among the few people in the world holding both Master of Wine and Master Sommelier titles, will discuss with author **Jessica Dupuy** and MS **Jim Bube** the value of certifications in the world of wine (6 October). **Felicity Carter**, columnist and podcaster with *Drinks Insider*, will explore the opportunities and risks associated with artificial intelligence in wine communication (6 October), whil e**John Gillespie**, the leading American authority in wine market research, will analyse the relationship with wine among American consumers aged 21 to 39 years (6 October). Lastly, on 5 October - for the first time overseas - the protagonists of **Vinitaly OperaWine 2026** selected by **Wine Spectator** will be announced by **Alison Napjus**, senior editor and tasting director of the renowned wine sector magazine.

With more than **250 exhibitors** generating an aggregate turnover of **7.2 billion euros, Vinitaly.USA** confirms its status as the landmark event for Italian wine in the USA. Overall, the programme includes **20 sessions** taking in master classes, seminars and tastings. Leading brands, including prominent figures representing flagship labels and national consortia, will be joined by major American importers and buyers, thereby providing a platform for dialogue, discussion, and business matching.

*The* ***wine2wine Vinitaly Business Forum*** *It is an international forum specifically for the wine industry organised by Veronafiere and held annually in Verona since 2014.* ***The last edition, in 2024,*** *took place 4-5 November at Palaexpo-Veronafiere in Verona. The two-day event includes keynotes, seminars and interactive workshops providing practical tools for improving business operations. Speakers are acknowledged experts in their respective fields and among the finest minds in the Italian and international wine world.* ***This year, the event moves to Chicago as part of Vinitaly.USA in order to strengthen promotion in North America at a particularly delicate time for this market.***

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